What is claimed is:

1. A method of killing a Fas^+ tumor cell comprising introducing into a second tumor cell a nucleic acid encoding a Fas ligand (FasL), whereby the second tumor cell expresses the nucleic acid thereby producing FasL, and whereby interaction of the Fas^+ tumor cell with the second tumor cell expressing FasL causes the Fas^+ tumor cell to undergo apoptosis, thereby killing the Fas^+ tumor cell.

2. The method of claim 1, wherein the FasL is membrane-associated.

3. The method of claim 2, wherein the interaction of the Fas^+ tumor cell with the second tumor cell expressing FasL comprises cell-to-cell interaction.

4. The method of claim 1, wherein the tumor is a solid tumor.

5. The method of claim 1, wherein the FasL is a fusion protein.

6. The method of claim 5, wherein the fusion protein comprises FasL and green fluorescent protein.

7. The method of claim 5, wherein the fusion protein comprises FasL and a regulatory protein.

8. The method of claim 1, wherein the nucleic acid encoding FasL also contains a regulatory region which is capable of controlling the expression of the FasL-encoding sequence.

9. The method of claim 8, wherein the regulatory region comprises the Tet-operon.

10. The method of claim 1, wherein the nucleic acid encoding a Fas ligand (FasL) is introduced into the second tumor cell via a vector.

11. The method of claim 10, wherein the vector is a viral vector.

12. The method of claim 11, wherein the viral vector is an adenovirus vector.

13. The method of claim 11, wherein the viral vector is a vaccinia vector.

14. The method of claim 11, wherein the viral vector is a retrovirus vector.

15. The method of claim 1, wherein the FasL is expressed using a tissue-specific promoter.

16. The method of claim 15, wherein the tumor cell is a prostate tumor cell and the tissue-specific promoter comprises a prostate-specific promoter.

17. The method of claim 15, wherein the tumor cell is a breast tumor cell and the tissue-specific promoter comprises a breast-specific promoter.

18. The method of claim 15, wherein the tumor cell is a colon tumor cell and the tissue-specific promoter comprises a colon-specific promoter.

19. The method of claim 15, wherein the tumor cell is a brain tumor cell and the tissue-specific promoter comprises a brain-specific promoter.

20. The method of claim 15, wherein the tumor cell is a kidney tumor cell and the tissue-specific promoter comprises a kidney-specific promoter.

21. The method of claim 15, wherein the tumor cell is a bladder tumor cell and the tissue-specific promoter comprises a bladder-specific promoter.

22. The method of claim 15, wherein the tumor cell is a lung tumor cell and the tissue-specific promoter comprises a lung-specific promoter.

23. The method of claim 15, wherein the tumor cell is a liver tumor cell and the tissue-specific promoter comprises a liver-specific promoter.

24. The method of claim 15, wherein the tumor cell is a thyroid tumor cell and the tissue-specific promoter comprises a thyroid-specific promoter.

25. The method of claim 15, wherein the tumor cell is a stomach tumor cell and the tissue-specific promoter comprises a stomach-specific promoter.

26. The method of claim 15, wherein the tumor cell is a ovarian tumor cell and the tissue-specific promoter comprises a ovary-specific promoter.

27. The method of claim 15, wherein the tumor cell is a cervical tumor cell and the tissue-specific promoter comprises a cervix-specific promoter.

28. The method of claim 15, wherein the prostate-specific promoter is selected from the group consisting of PSA, ΔPSA, ARR2PB, and PB.

29. The method of claim 1, wherein the method is performed *ex vivo*.

30. The method of claim 1, wherein the method is performed *in vivo*.

31. The method of claim 1, wherein the method is performed *in vitro*.

32. A regulatable expression vector comprising a nucleic acid encoding

(A) a transactivator protein that binds to a tet-responsive transactivating expression element; and

(B) a regulatory element comprising a tet-responsive transactivating expression element;

wherein a nucleic acid encoding a protein to be expressed may be inserted downstream of the regulatory element.

33. The vector of claim 32, wherein the vector is a viral vector.

34. The viral vector of claim 33, wherein the viral vector is an adenovirus vector, and wherein the nucleic acid the transactivator protein and the nucleic acid encoding the regulatory element are oriented at opposite ends of the vector.

33. The method of claim 33, wherein the viral vector is a vaccinia vector.

34. The method of claim 33, wherein the viral vector is a retrovirus vector.

33. The vector of claim 32, wherein the protein to be expressed is a fused to a reporter.

34. The vector of claim 33, wherein the reporter is green fluorescent protein.

35. The vector of claim 34, which is pAd_{TET}.

36. A method of killing a Fas^+ tumor cell comprising introducing into a second tumor cell the vector Ad/FasL-GFP_{TET}, whereby the second tumor cell expresses FasL, and whereby interaction of the Fas^+ tumor cell with the second tumor cell

expressing FasL causes the Fas^+ tumor cell to undergo apoptosis, thereby killing the Fas^+ tumor cell.

37. A vector for the regulated expression of FasL, comprising a nucleic acid encoding FasL operatively linked to a transcription regulatory sequence.

38. The vector of claim 37, wherein the transcription regulatory sequence is inducible.

39. The vector of claim 37, wherein the transcription regulatory sequence is repressible.

40. The vector of claim 37 which is a viral vector.

41. The vector of claim 40 which is an adenovirus vector.

42. The vector of claim 40 which is a vaccinia vector.

43. The vector of claim 40 which is a retrovirus vector.

44. The vector of claim 37 wherein the transcription regulatory sequence is a tet responsive transactivator expression element.

45. The vector of claim 44, wherein the vector additionally comprises a nucleic acid encoding a transactivator protein that interacts with a tet-responsive transactivator expression element

46. The vector of claim 45, which is Ad/FasL-GFP_{TET}.

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